

## **Turning Followers into Customers: Marketing Communication Strategy of @Aw.Seserahankuningan**

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### **ABSTRACT**

In the era ever-evolving technology, Instagram has grown into one of the most innovative technology platforms widely used as a promotional medium. Technological advances on Instagram not only facilitate interaction between brands and consumers, but also enable the development more creative and efficient marketing strategies. By effectively utilizing Instagram's features, Instagram can increase brand awareness, attract new customers, and ultimately increase sales. This study aims to comprehensively analyze the communication strategies employed in the Instagram activities of the @aw.seserahankuningan account and to analyze the factors influencing followers' trust in becoming customers and their impact on sales growth. The research method used is descriptive qualitative, utilizing the Integrated Marketing Communication (IMC) theory, which is effective for developing promotional programs. Data collection methods include observation, literature review, in-depth interviews with users of the @aw.seserahankuningan Instagram account, and documentation. The results of this study indicate that the @aw.seserahankuningan account has successfully attracted the attention of potential consumers, increased interaction, and build trust. Additionally, Instagram has proven to be an effective tool for promoting products and enhancing wedding gifts branding. The @aw.seserahankuningan account has successfully transformed its followers into loyal customers and supporters who are eager to recommend others to purchase the product.

**Keyword:** Marketing Communication Strategy; Instagram; Integrated Marketing Communication (IMC); Marketing

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### **INTRODUCTION**

The current development of digital technology has brought about significant changes in how companies interact with their customers, including in creative sectors such as wedding handover service providers. Social media plays an important role for business actors in effectively marketing their products or services, with the main objective of expanding their business reach and increasing public awareness. As a marketing tool, social media is related to marketing communication, which serves to facilitate the sales process. Self itself is the process where ownership of a product or service transfers from the seller to buyer based on an agreed-upon price. Every marketer naturally aims to increase sales, which can be measured by the number of sales achieved. The higher the sales volume, the greater the that can be earned by the seller (Saputra et al., 2023).

Instagram has grown into the a key platform for businesses to build audiences and execute marketing strategies, with over 200 million active business profiles. This data indicates

that around 15% of Instagram's total users are businesses, underscoring the platform's importance as a valuable opportunity for brands. With such a large number of business profiles, optimal use of Instagram is key to standing out and capturing attention in a highly competitive market (Timofeev, 2024).

The development of the digital economy has had a major impact on the business world, including in creative industries such as wedding gift decoration services. Digital transformation requires companies to be more adaptive in implementing marketing strategies, especially through digital platforms like Instagram (Andriany, 2022). Product or service do not always attracts buyers or enthusiasts. Therefore, producers must have a marketing strategy that involves consumers in introducing and offering their products or services. A communication strategy must cover all aspects necessary to understand how to communicate effectively with the intended audience. To achieve this goal, a well-directed and well-planned marketing communication strategy is essential. This strategy aims to capture public attention so that business objectives can be met efficiently and effectively. By understanding consumer needs, companies can make mutually beneficial decisions. The right marketing communication strategy can also build a positive image for a company and the products is offers(Sari, 2020).

In this case, the @aw.seserahankuningan account uses social media, particularly Instagram, to promote creative and unique wedding gift decoration services in the Kuningan area, showcasing products and building emotional connections with potential customers through regular content uploads, stories, and customer reviews. Although Instagram offers a various features to support marketing activities, their use does not guarantee success in attracting customers or increasing sales. Currently, the @aw.seserahankuningan account is focusing on developing new strategies, such as collaborating with content creators, to boost sales. This strategy was adopted due to challenges of limited effectiveness in Instagram promotions, which has resulted in the wedding gift decorations service not receiving the maximum attention they deserve.

In addition to @aw.seserahankuningan, many other business also use Instagram as a marketing communication medium. One of them is Savitri Wedding, a wedding organizer service, in promoting its brand, Savitri Wedding uses various platforms such as Instagram, Facebook, WhatsApp, YouTube, and its website. However, Instagram remains the primary platform due to its ease of management and comprehensive communication features (Communication et al., 2023).

The theory of Integrated Marketing Communication (IMC) is explained by Agus Hermawan in his book *Marketing Communication*. The marketing strategy of the @aw.seserahankuningan Instagram account is aligned with this theory. According to the American Association of Advertising Agencies (Four As), IMC is the concept of marketing communication planning that integrates various communication strategies—such as advertising, sales promotion, public relations, and direct response—to achieve clarity, consistency, and maximum communication impact. According to Northwestern University's Medill School of Journalism, IMC is the process of managing multiple sources of information about goods or services with the aim of encouraging consumer engagement and loyalty. Increasingly fierce market competition demands more effective and innovative communication

strategies. This includes not only the quality of visual uploads but also consistency in branding, active engagement with followers, and leveraging the latest trends on Instagram (Hermawan, 2012).

Therefore, researchers are interested in conducting research and analyzing the communication strategies implemented through the Instagram account @aw.seserahankuningan, focusing on how factors influence followers' trust in becoming customers and their impact on sales growth.

## RESEARCH METHOD

This study uses qualitative research methods, where the data obtained is descriptive. The data collected in this study pertains to marketing communication strategies through social media implemented by the research subject, namely the Instagram account @aw.seserahankuningan. The research subject was obtained from primary data, specifically the results of interviews with the owner of the @aw.seserahankuningan account, customer informants, and secondary data sources used in this study, which include books, reference materials, and previous research as supplementary information to the primary data obtained.

Data collection techniques include direct observation, interviews, documentation, and literature studies. The data that has been collected is analyzed using the Integrated Marketing Communication (IMC) theoretical approach from Belch (2017), and using data analysis techniques from Miles and Huberman, which consists of three stages: data reduction (simplification for the focus of analysis), data presentation (systematic preparation for easy understanding), and conclusion drawing (answers from research objectives or questions).

The research was carried out in Karamatmulya District, Kuningan Regency, West Java, precisely at the residence of the account owner @aw.seserahankuningan, which is also the center of business activities. In addition to interviews, researchers also directly observed digital marketing activities carried out through the Instagram account. The research was carried out for three months, from December 2024 to February 2025, with an adjusted schedule based on the actual situation when the research activities took place.

To ensure the validity of the data, the source triangulation technique is used, which is by comparing and combining data from various sources to obtain more accurate and in-depth information. With this approach, the research is able to explore various perspectives that are relevant to the object of study, so that the results obtained become more targeted and comprehensive. This research also adopts the IMC theory from Belch (2017), which explains that IMC is a strategic process in compiling, implementing, evaluating, and measuring an integrated brand communication program. The IMC consists of eight interconnected stages, from the identification of the target audience to the overall coordination of the communication strategy, with the aim of increasing brand value and achieving short-term and long-term profits.

## RESULT AND DISCUSSION

### Marketing Communication Strategy

One of the most important aspects that must be implemented in a business in order to compete in the market is the marketing communication strategy. In this case, the @aw.seserahankuningan account, which is a creative business providing wedding gift services, has a marketing communication strategy that focuses on the use of social media. The

*Maya Nur Aisyah, Tri Nurhamidah Fahmil Ulum, Sriwulandari, Dian Andriany*  
primary platform used is Instagram, chosen because Instagram is a social media platform widely used by young people from various backgrounds, who also constitute the target market for @aw.seserahankuningan. Therefore, the use of Instagram is considered a strategic step in effectively reaching the target audience.

The Instagram account @aw.seserahankuningan shows that the marketing communication activities carried out to attract interest in wedding gift services are quite effective. This account has 935 followers and 276 posts, most of which feature photos of wedding gift boxes that have been ordered to complement customers' weddings. Adinda Sulihhati, a 26-year-old young entrepreneur, started her wedding gift business with an initial investment of 5 million rupiah in 2022. Through the Instagram account @aw.seserahankuningan, she has successfully attracted the attention of many prospective brides and grooms in the Kuningan and Cirebon areas.

In this section, the researcher will present the results of the study and relate them to theory. Marketing communication strategies at @aw.seserahankuningan are assessed based on eight steps necessary to build an effective communication and promotion program. Marketing communicators must do the following:

Identifying the target audience, based on interview with the owner of the @aw.seserahankuningan account, who stated that @aw.seserahankuningan has demonstrated keen insight in selecting the right target market by focusing on prospective brides and grooms who need gifts for their wedding ceremonies. By utilizing hashtags such as #weddinggiftskuningan and #affordableweddinggifts, they can reach audiences in the Kuningan and Cirebon areas. The use of relevant hashtags demonstrates a focus on local market segmentation, making the product easily discoverable by potential buyers with specific needs.

With the right strategy in determining the target market, account owners can optimally utilize digital media to increase product visibility. The use of appropriate hashtags not only helps to reach potential customers more effectively, but also strengthens their position in the local market. A keen understanding of audience and the implementation of a targeted marketing strategies are the keys to success in building a competitive and sustainable business.

Based on an interview with one of the service users, @aw.seserahankuningan said that he found out about the wedding gifts service through hashtags used by the @aw.seserahankuningan account. In this case, @aw.seserahankuningan successfully reached a wider market through Instagram.

Once the target market has been identified, it is important to set clear communication objectives so that the message can achieve the desired results. Communication objectives help determine the direction and focus of the message to be conveyed to the audience. Gordon (1971: 37) states that the objective of communication is to achieve the best quality in the overall communication process, including the aspect of "motivation." This encompasses various behavioral aspects involved in communication, with humans as the main actors in the interaction.

The owner of the @aw.seserahankuningan account has set specific goals to achieve the business success. Their primary objective is to introduce wedding gift products to a wider audience, increase public awareness of the brand, and encourage prospective brides and grooms to choose their products. To achieve this goal, the account owner highlights the product's advantages, such as a wide variety of flowers and a neat appearance, and uses

*Maya Nur Aisyah, Tri Nurhamidah Fahmil Ulum, Sriwulandari, Dian Andriany*  
engaging educational content to build trust with potential buyers and boost sales.

Designing messages, when designing a message for an audience, it is important to compose communication elements with the desired objectives in mind. With the right message, information can be conveyed clearly and interestingly, while building better relationships with recipients. According to Mahmud Machfoedz, in order for communication goals to be achieved, marketers need to understand the information needed by the audience and adjust the content of the communication message to the characteristics of the intended consumer (Communication et al., 2023).

In marketing through Instagram accounts, messages focus on the quality and variety of products, highlighting neat designs and decorative details, and using caption techniques that mention previous customers to strengthen closeness and build trust among other potential buyers. The message are simple yet effective, emphasizing affordable prices and quality comparable to similar products on the market.

According to one customer's testimonial, the wedding gifts services provided by Adinda are very neat, beautiful, and luxurious (Vera Nur Aini, 16/10/2024). This shows that this strategy helps attract the interest of potential customers, increase interaction on social media, and build a professional and trusted brand image. With a consistent approach, marketing through Instagram can expand audience reach and increase sales opportunities.

Choosing the right communication channel is an important component of an effective communication strategy. Selecting a channel that aligns with the target audience can help convey messages and achieve desired objectives, according to Cohen (1984), a communication channel is the tool or medium used by individuals, groups, or organizations to convey messages to the recipient. In other words, communication channel acts as a conduit that transmits information from the source to the intended recipient (Kurniasari & Arkansyah, 2018).

The @aw.seserahankuningan account chose Instagram as the main channel because this platform has many features that make it easier for him to promote and interact directly with customers. The use of social media such as Instagram also shows how important the digital world is in building brand awareness and establishing relationships with audiences. Additionally, @aw.seserahankuningan leverages endorsements from local content creators in Kuningan to expand its reach. This allows us to connect with more people, particularly those already following these influencers, and indirectly build the trust among potential customers. This aligns with an effective communication strategy, where local influencers can help enhance credibility and foster more personal relationship with customers.

Based on the findings from interviews with the informants who revealed that they learned about this wedding gifts service through Instagram. This shows that Instagram is one of the main platforms used by people in Kuningan and its surrounding areas to find wedding gifts services. With a clear and focused communication strategy, @aw.seserahankuningan can expand its market reach, strengthen its brand image, and attract more potential customers.

Setting a promotional budget, setting a realistic promotional budget is very important so that all marketing activities can run smoothly without disturbing the financial balance. With careful planning, the available budget can be used optimally to achieve the best results. Financial planning is an important step towards achieving financial goals by designing a clear and structured plan, which helps individuals manage their finances effectively and ensure the right direction towards stability (Ummah, 2019).

In designing a clear and structured plan, the strategy employed in managing finances and marketing by @aw.seserahankuningan is to focus on the use of Instagram social media as the main tool in promotion and interaction with customers. The @aw.seserahankuningan account manages the promotional budget wisely, including the use of paid content on Instagram and collaborating with local content creators.

Through this strategy, the @aw.seserahankuningan account has managed to maintain business continuity by balancing income and expenses. In the business run by @aw.seserahankuningan, the price of each gift package varies, ranging from 250 thousand for rattan basket boxes to 700 thousand for crystal boxes. The total promotional budget includes production costs as well as paid content through Instagram. Even if the budget is not very large, the marketing strategy is still executed efficiently by optimizing visually appealing content to enhance appeal and promotional reach.

Based on the results of interviews with customers, he chose to use the service decorating handover goods at @aw.seserahankuningan because the price is more affordable than other service providers. In addition, the decorations provided meet customer expectations and provide individual satisfaction.

In determining decision regarding the promotion mix, Kotler and Armstrong (2014: 429) state that the promotional mix consists of a combination of various promotional tools, including direct marketing, public relations, personal selling, advertising, and sales promotion. These tools are used to convey the value of a product to customers, persuade them to buy, and build good relationships with them.

The primary objective of the promotion mix is to achieve the company's marketing targets by providing interesting information and convincing consumers to make purchases (Uluwiyah, 2022).

The Instagram account @aw.seserahankuningan is an example of using the promotional mix on social media effectively. This account uses various promotional strategies, such as placing attractive ads on Instagram to increase brand awareness. In addition, this account also implements sales promotions by offering discounts or flash sales that are exclusive to followers. Giveaways are also often held as an interaction strategy to increase audience engagement.

Not only that, account owners also prioritize direct communication with customers through message replies (DM) and comments. This approach supports stronger relationships with potential customers, increases trust, and strengthens brand loyalty. Measuring promotional results, Tjiptono (2001) states that sales promotions have various objectives. These include attracting new customers, encouraging consumers to try new products, increasing purchase volume, overcoming competitor promotions, encouraging impulse purchases, and building better relationships with stores (Setiawan & Bustan, 2017).

From year to year, the effectiveness of the promotion continues to increase. Initially, the market price of the product ranged from 400-500 thousand rupiah. However, to adjust to consumer purchasing power, the price was lowered to 350 thousand rupiah. Even though the price was lowered, revenue continues to increase as the number of customers continues to grow.

This strategy shows that appropriate price adjustments, supported by effective promotions, can increase product appeal without reducing profitability. In addition, high customer satisfaction contributes to word-of-mouth promotion, which further expands the market reach and strengthens the brand's position in the wedding gift industry.

Managing and coordinating the integrated marketing communication processes, entering the digital age, the world of marketing faces various challenges, especially in managing effective communication. One of the keys to success is the ability to integrate marketing communications, ensuring that every message and content delivered is organized and appropriately appropriate manner.

Adinda, a business owner in the wedding gift service industry, manages her marketing communication through one main channel: Instagram. Without the help of employees, she successfully maintain structured communication by scheduling regular posts between 2:00 p.m. and 3:00 p.m. WIB, when many users were active on the platform. With self-taught methods and personal innovation, Adinda is able to coordinate various promotional elements to achieve optimal results.

According to Ourwersloot and Duncan (2008), integrated marketing communication is an approach that manages brand messages consistently across communication channels to create a strong bond between brands and consumers. This process involves planning, implementing, and monitoring messages that aim to strengthen customer awareness and loyalty, ensuring that every communication creates a positive and relevant brand experience (Bari, 2020).

Although sales have not shown a significant growth, the promotional strategy that has been implemented for 2 years has had a positive impact on @aw.serahankuningan. Adinda as a business owner revealed that Instagram is an effective platform in improving the journey of this handover service.

### **Factors That Influence Followers' Trust Into Customers**

One effective factors in increasing consumer confidence is displaying positive reviews and testimonials from customers who are satisfied with the product. This shows that consumers tend to trust products that have received good recommendations and reviews from previous customers. Therefore, @aw.seserahankuninging can utilize customer reviews through Instagram and other platforms to provide proof of credibility.

Through a combination of superior product quality, design innovation, and the implementation of the right strategies. @aw.seserahankuningan not only attracts new customers but also maintains the loyalty of existing customers. Collaborations with local content creators such as @sekarakay has had a significant positive impact, with an increase of almost 70%. As a marketing platform, Instagram plays an important role in connecting these wedding gift products with a broader audience, making the marketing strategy of the @aw.serahankuningan accounts highly effective in driving sales.

The increasing sales figures at @aw.semenkuninging from year to year shows a positive trend. @aw.serahankuningan managed to get 35 customers from April to December 2023, with a package price that is still affordable of Rp. 350,000. This affordable pricing strategy appeals to young couples planning weddings on a limited budget. Entering 2024, starting in July @aw.seserahankuningan took a strategic steps by improving the quality of its products, designs and services by changing prices. The wedding gift package was increased to Rp. 400,000 to Rp. 500,000. Customer confidence in product quality and style remains high despite the price increase, as evidenced by the number of customers to 40. With this promotion strategy, business revenue has increased to reach the range of Rp.5,000,000 per period. This indicates significant growth compared to the initial period of the business.

When building a business, one of the most important things is to introduce the brand to

*Maya Nur Aisyah, Tri Nurhamidah Fahmil Ulum, Sriwulandari, Dian Andriany*  
the wider community. Over time, @aw.seserahankuningan has begun to gain attention and trust from potential consumers. As a form of commitment to providing the best service, @aw.seserahankuningan continues to innovate, one of which is by introducing a new products in the form of more modern and elegant gift box.

By optimizing Instagram features, such as feeds and stories, this accounts has been able to reach a wider audience, strengthen customer loyalty, and significantly boost sales. This strategy demonstrates the effectiveness of social media in building strong relationships with consumers. Overall, by utilizing customer reviews as proof of credibility, @aw.seserahankuningan not only attracts new customers but also retains the loyalty of existing customers. In this case, the use of Instagram as the main marketing platform allows the wedding gift decoration service to reach a larger increase customer interaction.

### **Impact on Sales Increase**

An effective marketing strategy does not rely on a single method, but a rather a combination of various approaches to achieve optimal results. Based on interviews conducted, there are three main strategies that have been proven to have a significant impact on sales, namely: Creative content, including tutorial and educational content, plays a crucial role in building closer ties with the audience. By providing useful and relevant information, potential customers gain a better understand the benefits of the product, making them more interested in purchasing it. The impact of collaboration with local influencers, Influencers play a major role in building consumer trust, especially in local communities. When influencers with relevant audience recommend product, this can drive higher purchase interest. The impact of paid content, Paid promotions enable brands to target audiences more specifically and efficiently. With the right strategy, investing in digital advertising can provide benefits that outweigh the costs incurred By combining these three strategies, brands can increase sales, build a stable business, and stay competitive in the digital age.

### **CONCLUSION**

The study highlights how the Instagram marketing strategy of @aw.seserahankuningan, grounded in Integrated Marketing Communication (IMC), has effectively built trust and audience engagement by identifying target audiences, setting clear communication goals, crafting tailored messages, selecting suitable channels, managing promotional budgets, and optimizing the promotional mix, though direct sales have not yet seen a dramatic increase. Key to its success are elements such as leveraging customer reviews for social proof, maintaining regular and relevant content including tutorials and testimonials, and utilizing high-quality visuals, all of which have enhanced brand visibility and fostered customer loyalty. The findings suggest that, while the current strategy is strong in engagement, further optimization—such as investing in more visually dynamic content, diversifying post types, utilizing advanced Instagram features (e.g., Stories, paid promotions), and collaborating with influencers or running interactive campaigns—could help convert engagement into higher sales. Future research could explore the specific impact of influencer collaborations and interactive campaign features on both engagement and conversion rates for similar small creative businesses in competitive digital environments.



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